2020 Sponsorship Opportunities & Annual Conference Exhibitor Prospectus

ANNUAL CONFERENCE
February 7-8, 2020
Westin Riverwalk | San Antonio

Highlights for 2020 Annual Conference Sponsors:

1. Winter Date
TOA's 2020 Annual Conference will be held February 7-8 to avoid the busy spring meeting schedule for orthopaedic surgeons.

2. San Antonio & Networking
This year will mark TOA's first trip to San Antonio since 2014. The networking opportunities will include a Friday night dinner at the Pearl Stable in San Antonio's popular Pearl Brewery complex.

3. Additional Exposure Throughout 2020
Your exposure to orthopaedic surgeons and practice administrators does not end with the 2020 annual conference. Title, platinum, and gold sponsors will have their logo and name recognition presented to over 1,400 Texas orthopaedic surgeons and practice administrators through TOA's e-mail newsletters, print magazines and website.

4. Support Texas Orthopaedic Surgeons
By sponsoring TOA's annual conference, you are supporting TOA's advocacy and education efforts. TOA is the only organization that dedicates 100 percent of its advocacy efforts to issues that affect Texas orthopaedic surgeons and their patients.

In addition to supporting TOA's efforts, you will be given a subscription to TOA's e-mail newsletters, which contain valuable and unique information about the industry that often cannot be found elsewhere.
2020 Conference Overview

Thursday, February 6, 2020

TOA Leadership Reception – Evening
• Title, Platinum and Gold Sponsors Invited

Friday, February 7, 2020

Clinical and Business Sessions – All Day
Concurrent Coding Course – All Day
• Morning and Afternoon Exhibitor Breaks
• Exhibitors Are Invited to Join Attendees for Lunch
• Friday night party for all attendees and sponsors at the Pearl Brewery’s Pearl Stable.

Saturday, February 8, 2020

Clinical Sessions – All Morning
18th Annual Resident Quiz Bowl – Afternoon
• Morning Exhibitor Break
• Exhibitors Are invited to Join Attendees for Lunch

Why Register Early?
• Avoid a sell out. The Four Seasons only has room for approximately 30 exhibits, and quite a few exhibits have already been sold. TOA’s last few events have sold out.
• Early dates. Most exhibitors are accustomed to spring conferences. February 7-8, 2020 will be here before you know it.
• Receive full recognition. By registering early, you will receive full recognition in all of TOA’s marketing materials.

Why Upgrade?

Receive Additional Recognition
• Additional logo recognition in TOA’s e-mail newsletters, print magazines and other communications to over 1,400 Texas orthopaedic surgeons and practice administrators throughout 2020.
• Your insert in TOA’s magazine at no additional cost.
• Low cost banner ads on TOA’s website.
• An invite to TOA’s leadership dinner on Thursday night.
• Hotel key card, lanyards and other recognition.

February 7-8, 2020
Westin Riverwalk | San Antonio
## 2020 Sponsorship Overview

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Title - $15,000 1 Available</th>
<th>Platinum - $12,000 2 Available</th>
<th>Gold - $5,500 5 Available</th>
<th>Silver - $3,600 23 Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyards with Your Logo</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>X</td>
</tr>
<tr>
<td>Hotel Key Cards with Your Logo</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary Badges ($300 per extra badge)</td>
<td>6 Included</td>
<td>4 Included</td>
<td>3 Included</td>
<td>2 Included</td>
</tr>
<tr>
<td>Booth Size</td>
<td>First Choice</td>
<td>Second Choice</td>
<td>6’x 30” Skirted Booth &amp; Prime Selection</td>
<td>6’x 30” Skirted Booth</td>
</tr>
<tr>
<td>Brochure in Syllabus</td>
<td>Yes</td>
<td>Yes</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Listing on TOA’s Website</td>
<td>Home Page Logo Recognition</td>
<td>Home Page Logo Recognition</td>
<td>Logo Recognition on Sponsor Page</td>
<td>Recognition on Sponsor Page</td>
</tr>
<tr>
<td>Listing in Every TOA Magazine</td>
<td>Logo Recognition</td>
<td>Logo Recognition</td>
<td>Recognition</td>
<td>Recognition</td>
</tr>
<tr>
<td>One-Page Insert of Your Choice in One TOA Magazine (No Additional Cost)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>X</td>
</tr>
<tr>
<td>Logo Recognition in TOA’s E-mail Newsletter</td>
<td>3 Times</td>
<td>3 Times</td>
<td>2 Times</td>
<td>X</td>
</tr>
<tr>
<td>Invitation to TOA’s Thursday Night Leadership Reception</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>X</td>
</tr>
<tr>
<td>Website Banner Ad ($75/Month)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>X</td>
</tr>
<tr>
<td>No Cost Add-on Opportunities</td>
<td>Title Sponsor Recognition &amp; Friday Night Social Event Sponsor</td>
<td>Cadaver Lab and Other Opportunities</td>
<td>See Page 4 for Potential Add-ons</td>
<td>X</td>
</tr>
</tbody>
</table>
2020 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Title ($15,000) – 1 Available</th>
<th>Platinum ($12,000) – 1 Available</th>
</tr>
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<tbody>
<tr>
<td><strong>Annual Conference</strong></td>
<td><strong>Annual Conference</strong></td>
</tr>
<tr>
<td>• Extensive recognition as TOA’s title sponsor.</td>
<td>• Opportunity to sponsor a cadaver lab.</td>
</tr>
<tr>
<td>• Recognition as Friday night’s dinner sponsor.</td>
<td>• Extensive recognition as TOA’s platinum sponsor.</td>
</tr>
<tr>
<td>• First choice of exhibit space.</td>
<td>• Second choice of exhibit space.</td>
</tr>
<tr>
<td>• One-page brochure included in the syllabus.</td>
<td>• One-page brochure included in the syllabus.</td>
</tr>
<tr>
<td>• Invitation to Thursday night leadership reception.</td>
<td>• Invitation to Thursday night leadership reception.</td>
</tr>
<tr>
<td><strong>Recognition Throughout 2020</strong></td>
<td><strong>Recognition Throughout 2020</strong></td>
</tr>
<tr>
<td>• Logo recognition on TOA’s home page.</td>
<td>• Logo recognition on TOA’s home page.</td>
</tr>
<tr>
<td>• Prominent logo recognition in TOA’s magazine mailed to every orthopaedic surgeon three times a year.</td>
<td>• Prominent logo recognition in TOA’s magazine mailed to every orthopaedic surgeon three times a year.</td>
</tr>
<tr>
<td>• Low-cost banner ads on TOA’s website.</td>
<td>• Low-cost banner ads on TOA’s website.</td>
</tr>
<tr>
<td>• One-page brochure included in one of TOA’s magazines at no additional cost.</td>
<td>• One-page brochure included in one of TOA’s magazines at no additional cost.</td>
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<tr>
<th>Gold ($5,500)</th>
<th>Silver - $3,600</th>
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<tr>
<td><strong>Annual Conference</strong></td>
<td><strong>Annual Conference</strong></td>
</tr>
<tr>
<td>• Prime selection of exhibit space (6’ x 30” skirted table).</td>
<td>• Standard exhibit space (6’ x 30” skirted table).</td>
</tr>
<tr>
<td>• Extra exhibitor badge at no cost (three total).</td>
<td>• Two exhibitor badges.</td>
</tr>
<tr>
<td>• Hotel key cards with your logo.</td>
<td><strong>Recognition Throughout 2020</strong></td>
</tr>
<tr>
<td>• Lanyards with your logo.</td>
<td>• Subscription to TOA’s e-mail newsletter, which includes unique news and information about the Texas orthopaedic industry that often cannot be found elsewhere.</td>
</tr>
<tr>
<td>• Opportunity for an add-on (see box).</td>
<td>• Listing in TOA’s conference materials.</td>
</tr>
<tr>
<td>• Invitation to Thursday night leadership reception.</td>
<td>• Listing on TOA’s website.</td>
</tr>
<tr>
<td><strong>Recognition Throughout 2020</strong></td>
<td><strong>New in 2020: Low-Cost Banner Ads</strong></td>
</tr>
<tr>
<td>• Logo recognition on TOA’s sponsor page on the website.</td>
<td>As a special “thank you,” title, platinum, and gold sponsors are eligible to purchase a banner ad on TOA’s website ($75 per month). The opportunity begins on September 1, 2019, and this promotion is available through the end of 2020. A three-month commitment is required. Contact <a href="mailto:Edborg@toa.org">Edborg@toa.org</a> or 512.370.1505 to purchase an ad.</td>
</tr>
<tr>
<td>• Exclusive logo recognition on two of TOA’s e-mail newsletters in 2020.</td>
<td></td>
</tr>
<tr>
<td>• Low cost banner ads on TOA’s website.</td>
<td></td>
</tr>
<tr>
<td>• One-page brochure included in one of TOA’s magazines at no additional cost.</td>
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</table>

**Choose an Add-on**
Title, platinum, and gold sponsors have additional add-on opportunities at a low additional cost:

**Create Your Add-on**
• Contact TOA (Bobby@toa.org) to discuss a potential add-on of your choice at a low additional cost. This could include pens, pads of paper, and other ideas.

**Wifi Sponsor**
• This sponsor will receive exclusive recognition on the splash page. $750 additional cost.

* hotel key cards and lanyards will be distributed evenly between all of the Title, Platinum, and Gold sponsors.
Exhibit Dates

**February 7-8, 2020**

**Location**
Westin Riverwalk – San Antonio

**Exhibit Hall Setup**
Thursday, February 6, 2020 | 5-10 p.m.

**Exhibit Hall Open**
Friday, February 7, 2020 | 7:00 a.m.

**Exhibit Hall Open**
Saturday, February 8, 2020 | 7:00 a.m.

**Strike**
Saturday, February 8, 2020 | Lunch

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**Want to Learn More?**
Contact Ed Berg with TOA at Edberg@toa.org or 512.370.1505 for more details. Vendors are invited to subscribe to TOA’s e-mail newsletter to learn the latest about TOA and the conference, in TOA’s e-mail newsletter at no additional cost.

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**Networking**
Meeting or Event to Sponsor: **2020 TOA/TOF/TSSM Annual Meeting**

**SECTION 1: COMPANY INFORMATION**

Company Name: ________________________________________________________________

Primary Contact & Title: __________________________________________________________________

Address: __________________________________________________________________________________

City: __________________________________________ State: __________ Zip: _______________

Phone: ______________________________________ Fax: _______________________________________

E-mail Address: ______________________________________ ☐ Yes, I would like to receive TOA newsletters
☒ Yes, I would like to receive TOA magazines

**Name of Attendees for Exhibitor Badges:**
(Silver Level - $300 charge for each additional badge after 2) (Gold Level - $300 charge for each additional
badge after 3) (4 for Platinum and 6 for Title; $300 for each badge beyond those).

1) ___________________________________________ 4) ______________________________________________________________________________

2) ___________________________________________ 5) ______________________________________________________________________________

3) ___________________________________________ 6) ______________________________________________________________________________

I agree to the terms and conditions listed in Section 3. Signature__________________ Date_____________

☒ Add website banner for $75.00/month

**SECTION 2: PAYMENT INFORMATION**

☒ Enclosed is a check made payable to Texas Orthopaedic Association in the amount of $ ____________

OR I authorize my credit card charged be $: ____________ ☐ Visa ☐ MasterCard ☐ American Express

Card #: __________________________________________ Expiration: _____/_______

Cardholder: __________________________________________ CSC: _______________________

Authorized Signature: __________________________________ Date:____________________

Please circle or e-mail your sponsorship preference (Title, Platinum, Gold, or Silver) to: info@toa.org

Please fax completed form to 1-866-864-1568, e-mail it to info@toa.org or mail it with payment to:

Texas Orthopaedic Association
401 West 15th Street #820
Austin, TX 78701

Other communications and/or questions may be addressed by calling 512-370-1505.
SECTION 3: TERMS AND CONDITIONS

- In exchange for payment in full for the sponsorship, the Texas Orthopaedic Association (TOA) will provide the benefits as outlined on the application.
- In exchange for payment in full for the exhibit(s) contracted by the exhibitor, Texas Orthopaedic Association (TOA) will provide the following for each booth: 6’x30” skirted booth, one or two chair(s), and a sign showing the company name. All equipment will be available through the hotel. Exhibitors may provide their own equipment or furnishings. The exhibit hall is carpeted. Internet charges and electricity at table are to be paid by the exhibitor and set-up through the hotel.
- Although the exhibition area will be locked during closed hours, neither TOA nor the facility assume responsibility for damage to, loss, or theft of property of the exhibitors, the exhibitors’ agents, employees, or invitees.
- Payment in full is due at time of application. In the event that you cancel sponsorship or exhibit space, 50 percent of the contracted amount will be refunded to the company if TOA receives notice of cancellation by December 15, 2019. After January 1, 2020, there will be no refund of sponsorship payment. All sponsorships cancellations must be submitted in writing to TOA. No-shows are not eligible for refunds.
- TOA reserves the right to adjust table top or exhibit space assignments.
- In the event of failure or inability to fulfill this contract, or to furnish the space, due to fire, strikes, authority of the law, act of God, or any other cause or reason, TOA agrees to return to the sponsor all deposits or other monies paid, and thereupon this agreement shall be deemed canceled by mutual consent, and TOA shall be relieved from all responsibility.
- Sponsor and/or exhibitor agrees to be responsible for his/her own property. Sponsor or exhibitor shall release, hold harmless and indemnify TOA from any and all claims, obligations, liabilities, causes of action, lawsuits, damages and assessments, including legal fees that result from an allegation of negligence on the part of the sponsor or TOA or third parties in the use of the exhibit space or activities in connection with the use of exhibit space.
- No sponsorship events outside of approved TOA events are allowed at the facility.

An accredited CME provider, the Texas Orthopaedic Association is governed by the Texas Medical Association's Standards for Commercial Support of Continuing Medical Education. TOA reviews its own program and awards CME credits according to TMA’s Standards. In accordance with the Standards, TOA has established the following policies for commercial exhibits held in conjunction with its educational activities:

- Arrangements for exhibits may neither influence planning nor interfere with the presentation of the educational activity.
- Commercial/promotional materials may not be displayed or distributed in the same room immediately before, during, or immediately after the CME activity.
- Representatives of commercial supporters and exhibitors may attend the CME activity if they wish, but may not engage in sales activity in the room where the educational activity is held.
- As the accredited CME sponsor of this educational activity, Texas Orthopaedic Association requires all exhibitors to disclose, through signage at exhibit booths, the FDA status of the medical devices or pharmaceuticals displayed.
- Exhibits cannot be a condition of provision of commercial support for CME activities.

The signature at the end of Section 1 acknowledges receipt of and agrees to abide by the Exhibit Rules & Regulations as published by the association which regulations are considered to be part of the agreement between sponsor and Texas Orthopaedic Association (TOA) if this application is accepted by the TOA. Acceptance of this application as an agreement between the sponsor and TOA will occur when signed by a TOA representative. TOA does not guarantee the number of attendees. It is understood that all sponsorship agreements are subject to review by the Board of Directors. It is agreed that disapproval of an exhibit by the Board of Directors will result in termination of the agreement without penalty to either party. All claims or suits arising out of the application’s acceptance or rejection shall be governed by the laws of the State of Texas, and any obligations arising out of the application’s acceptance or rejection shall be considered as occurring in Travis County, Texas.